

ABSTRACT OF THE DISCLOSURE

[41] An approach for providing consumer-level off-site data storage for electronic media is disclosed. A tracking system can be deployed at a retailer location for receiving and tracking deposited electronic media by customers, who are consumer-level users (i.e., residential or small office users). The tracking system generates unique identifiers (e.g., barcodes) associated with the physical media in response to input information about the physical media and an owner of the physical media. The physical media is stored according to one of the unique identifiers that specify location of the physical media within a storage facility of a storage provider.